

## Message Text

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ACTION ARA-10

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FM AMEMBASSY BOGOTA  
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INFO SECSTATE WASHDC 196

UNCLAS BOGOTA 1959

FOR: BIC/GEORGE M. HINES

E.O. 11652: N/A  
TAGS: BEXP, CO  
SUBJ: FOREIGN BUYERS PROGRAM: FINAL REPORT OF THE COLOMBIAN  
BUYERS GROUP TO IMTS-76, CHICAGO, ILLIONOIS

REF: BOGOTA 10361; USDOC 00228

1. THE POST PROMOTIONAL EFFORT TO ORGANIZE A COLOMBIAN  
BUYERS GROUP TO THE INTERNATIONAL MACHINE TOOL SHOW IMTS-76  
RESULTED IN THE ATTENDANCE OF 44 INFLUENTIAL COLOMBIAN BUSINESSMEN  
REPRESENTING 39 METALWORKING FIRMS AS A PART OF THE OFFICIAL  
EMBASSY ORGANIZED GROUP. THE GROUP CONSISTED OF IMPORTERS,  
RETAILERS, MANUFACTURERS AND COLOMBIAN REPRESENTATIVES  
OF U.S. FIRMS.

2. WRITTEN RESPONSES TO FINAL EVALUATION QUESTIONNAIRES  
BY COLOMBIAN PARTICIPANTS HAVE BEEN EXTREMELY LIMITED.  
BASED ON FEW WRITTEN EVALUATIONS AND TELEPHONE INTERVIEWS  
OF REMAINING PARTICIPANTS EMBASSY ESTIMATES \$1.8 MILLION  
IN OFF THE FLOOR PURCHASES AND \$3.4 MILLION IN ONE YEAR  
PROJECTED PURCHASES. EACH FIRM BOUGHT AN AVERAGE OF \$40,900  
WITH AVERAGE PROJECTED ONE YEAR PRUCHASES OF \$77,200. COLOMBIAN  
FIRMS IMPORT APPROXIMATELY \$28 MILLION ANNUALLY OF METALWORKING  
AND FINISHING EQUIPMENT WITH THE UNITED STATES SUPPLYING  
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ABOUT 35 PERCENT OF THIS TOTAL. AS EVIDENCED BY THE DIRECT  
AND ESTIMATED PURCHASES, THE COLOMBIAN BUYERS GROUP WILL  
ACCOUNT FOR A SIGNIFICANT AMOUNT OF THESE U.S. EXPORTS.

3. FIFTEEN REPRESENTATION AGREEMENTS ARE BEING NEGOTIATED  
BETWEEN U.S. AND COLOMBIAN COMPANIES.

4. SEVEN NEW-TO-IMPORT FIRMS VISITED THE SHOW FOR THE PURPOSE OF ESTABLISHING DIRECT CONTACT WITH EXPORTERS, MANUFACTURERS OR SUPPLIERS. TWENTY-FOUR OLD-TO-IMPORT FIRMS ATTENDED TO SEEK NEW SOURCES OF MACHINERY AND THE LATEST TECHNOLOGY.

5. COLOMBIAN PARTICIPANTS SHOWED KEEN INTEREST IN WIRE FORMING MACHINES, BORING HEADS, HYDRAULIC PARTS, MOTORS AND ELECTRIC CONTROLS, FOUNDRY EQUIPMENT, LATHES, WELDING AND CUTTING MACHINES, BENDING MACHINES, HYDRAULIC PRESSES, SPECIALIZED HAND-TOOLS NOT LOCALLY MANUFACTURED AND FURNACES.

6. ALL GROUP MEMBERS HIGHLY PRAISED THE PROMOTION AND ORGANIZATION OF THE BUYERS GROUP. THEY WERE GIVEN FULL SUPPORT AND COOPERATION BY THE COMMERCIAL SECTION AND MR. LUIS F. ROCA, WHO SERVED AS ESCORT/CONTROL OFFICER FOR THE GROUP.

7. DURING THE PROMOTION RECRUITMENT STAGE AND WHILE IN CHICAGO INVALUABLE ASSISTANCE WAS GIVEN TO POST BY: INTERNATIONAL MACHINE TOOL BUILDERS ASSOCIATIONS, USDOC OFFICIALS IN CHICAGO, CHICAGO CONVENTION BUREAU, HOWARD JOHNSON LAKESHORE MOTOR LODGE, COLOMBIAN METALWORKING FEDERATION AND BRANIFF INTERNATIONAL AIRLINES.

8. DUE TO THE EXCELLENT RESULTS OF THIS SUCCESSFUL FOREIGN BUYERS GROUP, POST RECOMMENDS THAT EFFORTS BE DIRECTED IN PROMOTION ANOTHER METALWORKING TRADE EXHIBITION IN THE U.S. SANCHEZ

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